**Markdown Guide and Template**

**What is Markdown?**

Markdown is HTML shortcut code that allows you to easily format Web content using simple code elements. Nouvant Portfolio technology marketing abstracts use only a couple of key format elements, mainly h2 headers, bulleted lists, and Web links. These simple workflow steps will produce well-formatted SEO content, and we strongly recommend it.

The coding for each is shown below, with an example abstract you may use as a template for your own NCS content creation.

**Common Nouvant-used markdown codes**

**##[space]** = h2 header (subheading)

**\*[space]** = bullet item in unordered list

**1.[space]** = numbered item in ordered list

**[Link Text](http://linkURL.com)** will create the link: [Link Text](http://example.com/) *(Note: no spaces in this formula)*

**[Link Text](http://linkURL.com**"**Hover Text**"**)** will create the link: [Link Text](http://example.com/) and the words “Hover Text” will appear when you mouse over the link.

Note: more markdown codes can be found on the [Daring Fireball “Dingus” markdown-to-HTML converter](http://daringfireball.net/projects/markdown/dingus).

**Markdown Template**

This template is a reference guide and working tool for creating an optimally formatted marketing abstract or NCS. Save this document under a new, technology-specific file name, then ***replace the content in green with new abstract content.***

**Notes:**

* Do not include the Title of the technology. It comes from a separate field.
* Two Web link options are offered: with and without a “title” attribute (hover/caption text)
* Curly quotes: html will **not** recognize “curly quotes” like the ones in this sentence. The publication link in this template uses straight quotes, and so should you, or your links will not work. (You can replace them after pasting your copy into the Dingus editor.)
* More markdown code details are available at: <http://daringfireball.net/projects/markdown/dingus>
* You may input and convert a combination of HTML and markdown, such as to embed a video (see html in template example)

Paragraph-style text needs no markdown formatting. Just type the paragraph as desired for the main content of your abstract or non-confidential summary. Replace this sample content (in green) with the desired content per technology. Note that there is no Title before this paragraph; the Title comes from an existing field.

## This is an h2 header subheading that introduces the paragraph that follows it

This is the paragraph that follows the above subheading, again with no formatting. To include two paragraphs separated by a line break, simply hit return twice and begin typing your next paragraph.

Like this sample text to make this paragraph long enough to include an automatic line break to be a good example of paragraph text.

## Applications

\* Applications above is a subheading

\* Each asterisk-space line will be included in a bulleted list

\* In html terms, this is called an unordered list

## Advantages

\* Advantages above is a subheading

\* This list is formatted the same as " Applications" above

## Publication

[Article Name or other information that will become the link text](http://URL address to be linked to "Article Name that will appear when you hover over the link"]

**(Embedded Video example)**

<iframe width="640" height="360" src="http://www.youtube.com/embed/6Xj8dTegqDw?feature=player\_embedded" frameborder="0" allowfullscreen></iframe>

**Markdown preview**

This is what the above markdown coding will produce online once it is converted to HTML:

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Article Name or other information as link